

To: Patrick D Hodgins[PDHodgins@paalp.com]
Cc: Waldon, MARGARET[Waldon.Margaret@epa.gov]; Crossland, Mark@Wildlife[Mark.Crossland@wildlife.ca.gov]; jennifer.f.williams@uscg.mil[jennifer.f.williams@uscg.mil]; rtroy@sbcoem.org[rtroy@sbcoem.org]
From: Retallack, Alexia@Wildlife
Sent: Tue 7/7/2015 8:33:34 PM
Subject: RE: Media Plan overview for sampling

No worries.

No reporters on the teams.

We are sending out a press release, and in the event a reporter calls who wants to get pictures or see sampling activity, then we will have a pre-designated location/time for them to go to where they will be met by a PIO (so the reporter is under escort). We are not announcing that option.

From: Patrick D Hodgins [mailto:PDHodgins@paalp.com]
Sent: Tuesday, July 07, 2015 1:29 PM
To: Retallack, Alexia@Wildlife
Cc: waldon.margaret@epa.gov; Crossland, Mark@Wildlife; jennifer.f.williams@uscg.mil; rtroy@sbcoem.org
Subject: Re: Media Plan overview for sampling

We are including media reporters on sampling teams. I thought this was turned down by UC. I thought we were not inviting them. Is there a reason to have anyone besides the sampling team taking samples? Sorry if I sound confused.

Sent from my iPhone

On Jul 7, 2015, at 1:13 PM, Retallack, Alexia@Wildlife <Alexia.Retallack@wildlife.ca.gov> wrote:

JIC will prepare press release on the sampling event.

- Press release (working on it with sampling team) drafted – will come to UC for

review

- [] [] [] [] [] [] Press release embargoed distribution to local elected officials first (hopefully tomorrow if first day of sampling)
- [] [] [] [] [] [] Press release to all media for Santa Barbara, Ventura, Los Angeles and Orange counties 30 min to 1 hour later
- [] [] [] [] [] [] A pre-designated location and time for observing the activity will be provided only to the media that inquire about meeting one of the teams at the beach.
- [] [] [] [] [] [] A PIO will be provided for each sampling team (one North and one South) to escort and manage any media that arrive.

Possible working titles:

- [] [] [] [] [] [] Refugio Response Post-Cleanup Reference Sampling
- [] [] [] [] [] [] Refugio Incident Beach Monitoring Baseline Sampling

Working on an FAQ to assist JIC team.

Please advise if this meets your expectations.

Alexia Retallack

Office Spill Prevention and Response

Dept. Fish and Wildlife

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